

Role Description

Senior Digital Analyst

Cluster	Education
Agency	Department of Education
Division/Branch/Unit	Operations Group Shared Services Customer Experience and Engagement
Role number	220734
Classification/Grade/Band	Clerk Grade 9/10
Senior executive work level standards	Not Applicable
ANZSCO Code	531111
PCAT Code	3226892
Date of Approval	20 September 2021
Agency Website	

Agency overview

The NSW Department of Education is the largest provider of public education in Australia with responsibility for delivering high-quality public education to two-thirds of the NSW student population. The Department also ensures young children get the best start in life by supporting and regulating the early childhood education and care sector.

EDConnect is a large and complex customer-centred shared services organisation that exists to support schools and corporate areas in the NSW Department of Education by delivering transactional and support services in the areas of Finance, Business Services and HR; and providing first level advisory support to customers via the Contact Centre in relation to Finance, Business Services, HR, IT and Procurement enquiries.

EDConnect is underpinned by the 'EDConnect Way' culture – we keep the customer at the centre of everything we do; we collaborate and support each other to succeed; we take ownership of our work to ensure a quality outcome is delivered; we communicate transparently and listen actively; and we are accountable to each other to develop and grow.

Primary purpose of the role

The Senior Digital Analyst is responsible for managing the digital analytics and reporting team including staff management and data analysis, tracking and reporting to optimise shared services self-service (Tier 0 service) and devise strategies and approaches and drive self-service adoption.

Key accountabilities

- Manage a team of digital analytic staff including work allocation, capability development and performance management to deliver analysis and reporting of digital services and optimise communications strategies and approaches for Tier 0 self-service.
- Conduct detailed and rigorous analysis of data and information and identify opportunities for continuous improvement to optimise digital solutions, communications and learning enablement drive traffic to the self-

service website.

- Develop and provide a structured data analysis and reporting service to other teams including producing detailed reporting that identify key trends and patterns and interpreting the data into practical recommendation to optimise the customer journey across sites and digital marketing channels.
- Identify, report and analyse key performance indicators across all digital properties and provide insight and recommendations to other teams within shared services to inform learning interventions, communications and coaching initiatives.
- Develop dashboards to visualise digital traffic, data and information to provide insight and recommendations to subject matter experts and stakeholders across the business.
- Develop and implement reporting digital policies, processes and guidelines ensuring alignment to organisational requirements and standards to drive high quality and consistent reporting outcomes within the unit and to ensure data integrity.

Key challenges

- Managing competing deadlines and stakeholder requirements within agreed time and quality requirements ensuring high levels of data integrity.
- Leveraging new industry trends and the evolving analytics landscape to develop and implement best practice digital analysis.
- Maintaining knowledge of emerging technologies and trends in analytics and reporting to ensure the application of best practice and innovative approaches.

Key relationships

Who	Why
Internal	
Manager Self Service and Communications	<ul style="list-style-type: none">• Manager Self Service and Communications
Staff	<ul style="list-style-type: none">• Manage, guide and coach, provide direction and drive a consistent and quality approach to digital analytics and reporting development and delivery Set performance expectations and manage performance and development Align and communicate delivery objectives to drive a consistent approach

Role dimensions

Decision making

The Senior Digital Analyst is responsible for managing the conduct and delivery of detailed analysis and reporting of digital metrics to optimise digital strategies and approaches and drive traffic to self-service. The role is fully accountable for the quality, integrity, accuracy and completeness of information and advice provided.

The role defers to the Manager Self Service Communications on complex issues of a technical or legislative nature or decisions that will substantially alter the outcome or timeframes, major issues or conflicts arising in the course of duties or matters requiring a higher delegated authority including approval for expenditure outside of delegation or sensitive issues.

Reporting line

Manager Customer Experience Planning, Projects and Reporting

Direct reports

Digital Analyst

Budget/Expenditure

Nil

Key knowledge and experience

- Tertiary qualifications in information management or related and/or equivalent demonstrated experience.
- Strong experience in web analytics and delivering insight and recommendation to optimise traffic.
- Strong knowledge of Adobe Analytics, Adobe Target, Google Analytics and Google Tag Manager combined with strong quantitative analysis and advanced excel skills.

Essential requirements

- Tertiary qualifications in information management or related and/or equivalent demonstrated experience.
- Strong experience in web analytics and delivering insight and recommendation to optimise traffic.
- Strong knowledge of Adobe Analytics, Adobe Target, Google Analytics and Google Tab Manager combined with strong quantitative analysis and advanced excel skills.
- Knowledge of and commitment to implementing the Department's [Aboriginal Education Policy](#) and upholding the [Department's Partnership Agreement with the NSW AECG](#) and to ensure quality outcomes for Aboriginal people.

The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.




The capabilities are separated into **focus capabilities** and **complementary capabilities**.


Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

FOCUS CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level

 <p>Personal Attributes</p>	<p>Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning</p>	<ul style="list-style-type: none"> • Keep up to date with relevant contemporary knowledge and practices • Look for and take advantage of opportunities to learn new skills and develop strengths • Show commitment to achieving challenging goals • Examine and reflect on own performance • Seek and respond positively to constructive feedback and guidance • Demonstrate and maintain a high level of personal motivation 	<p>Adept</p>
 <p>Relationships</p>	<p>Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect</p>	<ul style="list-style-type: none"> • Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences 	<p>Adept</p>
<p>Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives</p>		<ul style="list-style-type: none"> • Take responsibility for delivering high-quality customer-focused services • Design processes and policies based on the customer's point of view and needs • Understand and measure what is important to customers • Use data and information to monitor and improve customer service delivery • Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant customers within the community 	<p>Adept</p>
 <p>Results</p>	<p>Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions</p>	<ul style="list-style-type: none"> • Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues • Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to system, process and 	<p>Advanced</p>






		<ul style="list-style-type: none"> business improvements Implement systems and processes that are underpinned by high-quality research and analysis Look for opportunities to design innovative solutions to meet user needs and service demands Evaluate the performance and effectiveness of services, policies and programs against clear criteria 	
 <p>Technology Understand and use available technologies to maximise efficiencies and effectiveness</p>		<ul style="list-style-type: none"> Champion the use of innovative technologies in the workplace Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies 	Advanced
 <p>Manage and Develop People Engage and motivate staff, and develop capability and potential in others</p>	<p>Project Management Understand and apply effective planning, coordination and control methods</p>	<ul style="list-style-type: none"> Understand all components of the project management process, including the need to consider change management to realise business benefits Prepare clear project proposals and accurate estimates of required costs and resources Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Identify and evaluate risks associated with the project and develop mitigation strategies Identify and consult stakeholders to inform the project strategy Communicate the project's objectives and its expected benefits Monitor the completion of project milestones against goals and take necessary action Evaluate progress and identify improvements to inform future projects 	Adept
		<ul style="list-style-type: none"> Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes Adjust performance development processes to meet the diverse abilities and needs of individuals and teams 	Adept

- Develop work plans that consider capability, strengths and opportunities for development
- Be aware of the influences of bias when managing team members
- Seek feedback on own management capabilities and develop strategies to address any gaps
- Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way
- Monitor and report on team performance in line with established performance development frameworks

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

COMPLEMENTARY CAPABILITIES			
Capability group/sets	Capability name	Description	Level
 Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Work Collaboratively	Collaborate with others and value their contribution	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Adept
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
 People	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Intermediate

Manage Reform and Change

Support, promote and champion change, and assist others to engage with change

Intermediate
